

WHAT IS CLAIMED IS:

1. A method for recognizing a wagerer, comprising:
    - selecting a wagerer;
    - determining if the wagerer is to be
  - 5 recognized; and
    - providing an incentive to the wagerer if the
  - wagerer is determined to be recognized.
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2. The method of claim 1, wherein determining whether the wagerer is to be recognized comprises determining if the wagerer just opened a wagering account.
  3. The method of claim 1, wherein determining whether the wagerer is to be recognized comprises determining if the wagerer just placed a first wager.
  4. The method of claim 1, wherein determining whether the wagerer is to be recognized comprises determining if the wagerer just placed a target amount wager.
  5. The method of claim 1, wherein determining whether the wagerer is to be recognized comprises determining if the wagerer is a VIP.
  6. The method of claim 1, wherein determining whether the wagerer is to be recognized comprises determining if the wagerer subscribed to an event.

7. The method of claim 1, wherein determining whether the wagerer is to be recognized comprises determining if the wagerer tuned to an event.

8. The method of claim 1, wherein providing the incentive to the wagerer comprises greeting the wagerer on television.

9. The method of claim 1, wherein providing the incentive to the wagerer comprises greeting the wagerer on a telephone.

10. The method of claim 1, wherein providing the incentive to the wagerer comprises providing a free wager.

11. The method of claim 1, wherein providing the incentive to the wagerer comprises providing a discount on wagering service.

12. The method of claim 1, wherein providing the incentive to the wagerer comprises providing free travel to the wagerer.

13. The method of claim 1, wherein providing the incentive to the wagerer comprises providing frequent flier miles to the wagerer.

14. The method of claim 1, wherein providing the incentive to the wagerer comprises providing special treatment to the wagerer at a wagering event location.

15. A system that recognizes a wagerer,  
comprising:

5 a wagering control system that selects a  
wagerer, determines if the wagerer is to be recognized,  
and provides an incentive to the wagerer if the wagerer  
is determined to be recognized.

16. The system of claim 15, wherein the  
wagering control system, in determining whether the  
wagerer is to be recognized, determines if the wagerer  
just opened a wagering account.

17. The system of claim 15, wherein the  
wagering control system, in determining whether the  
wagerer is to be recognized, determines if the wagerer  
just placed a first wager.

18. The system of claim 15, wherein the  
wagering control system, in determining whether the  
wagerer is to be recognized, determines if the wagerer  
just placed a target amount wager.

19. The system of claim 15, wherein the  
wagering control system, in determining whether the  
wagerer is to be recognized, determines if the wagerer  
is a VIP.

20. The system of claim 15, wherein the  
wagering control system, in determining whether the  
wagerer is to be recognized, determines if the wagerer  
subscribed to an event.

21. The system of claim 15, wherein the  
wagering control system, in determining whether the

wagerer is to be recognized, determines if the wagerer tuned to an event.

22. The system of claim 15, wherein the wagering control system, in providing the incentive to the wagerer, greets the wagerer on television.

23. The system of claim 15, wherein the wagering control system, in providing the incentive to the wagerer, greets the wagerer on a telephone.

24. The system of claim 15, wherein the wagering control system, in providing the incentive to the wagerer, provides a free wager.

25. The system of claim 15, wherein the wagering control system, in providing the incentive to the wagerer, provides a discount on wagering service.

26. The system of claim 15, wherein the wagering control system, in providing the incentive to the wagerer, provides free travel to the wagerer.

27. The system of claim 15, wherein the wagering control system, in providing the incentive to the wagerer, provides frequent flier miles to the wagerer.

28. The system of claim 15, wherein the wagering control system, in providing the incentive to the wagerer, provides special treatment to the wagerer at a wagering event location.